Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Previously Presented) A media publishing system, comprising:

a network interface to connect the media publishing system to a user;

a plurality of web services for building, publishing, and accessing a media project using rich media publishing ("RMP") templates, the RMP templates grouped into categories, each RMP template of a same category providing a different presentation framework and having the same media item slots;

a data storage providing a file system to said plurality of web services, where the file system provides access to media items; and

storage in which project code used to present the media project to the user is stored;

wherein the RMP templates include settable features, the settable features controlling an aspect of presenting the media project,

wherein the settable features of one RMP template in said same category are configured to match and remain unchanged when said one RMP template is replaced by another RMP template in said same category, and

wherein media items assigned to the media item slots of said one RMP template remain unchanged when said one RMP template is replaced by said another RMP template in said same category.

2. (Original) The system of claim 1, further comprising:

a plurality of network servers linked together in a local network to provide an application programming environment for said plurality of web services.

3. (Previously Presented) The system of claim 2, wherein the application programming environment includes a rich media publishing platform.

4. (Previously Presented) The system of claim 3, wherein the rich media publishing platform includes a member publishing service, a repository, a repository filters, and an administrative service.

5. (Original) The system of claim 2, wherein the application programming environment includes a create-once-render-everywhere (CORE) platform.

6. (Original) The system of claim 5, wherein the CORE platform includes a rendering service, a user interface management service, a publishing service, and a content management service.

7. (Original) The system of claim 2, wherein the application programming environment includes a content distribution platform.

8. (Original) The system of claim 7, wherein the content distribution platform includes an identity service and a commerce service.

9. (Original) The system of claim 2, further comprising:

a producer system including at least one development application to build and support said plurality of web services, said producer system running on the application programming environment.

10. (Original) The system of claim 1, further comprising:

a client system to enable the user to access said plurality of web services, said client system including at least one user interface application.

11. (Original) The system of claim 10, wherein said at least one user interface application includes a web browser.

12. (Original) The system of claim 11, wherein said client system further includes:

a local storage to store some of the media items to be used to build the media project.

13. (Original) The system of claim 12, further comprising:

a web folder configured as a folder on the web browser.

14. (Original) The system of claim 13, further comprising:

an upload control tool to enable uploading of the media items stored in said local storage to said data storage by dragging and dropping the media items directly into the web folder.

15. (Original) The system of claim 1, wherein said network interface connects to a wide-area network.

16. (Original) The system of claim 1, further comprising:

a support system including at least one support application to support at least one of said plurality of web services.

17. (Original) The system of claim 16, wherein said at least one support application includes a maintenance application and a customer service application.

18. (Original) The system of claim 1, wherein the media items include background image, background video, background music, animations, slide shows, sounds, and controls.

19. (Original) The system of claim 1, wherein said plurality of web services includes a markup language code for the media project, said code including links to media items stored in said data storage.

20. (Canceled)

21. (Previously Presented) The system of claim 1, wherein the aspect includes background color or font characteristics.

22. (Canceled)

23. (Previously Presented) A client system for accessing and utilizing a media publishing system, comprising:

a network interface to connect a user to the media publishing system; and

at least one user interface application for building, publishing, and accessing a media project using rich media publishing ("RMP") templates, the RMP templates grouped into categories, each RMP template of a same category providing a different presentation framework and having the same media item slots;

wherein the RMP templates include settable features, the settable features controlling an aspect of presenting the media project,

wherein the settable features of one RMP template in said same category are configured to match and remain unchanged when said one RMP template is replaced by another RMP template in said same category,

wherein media items assigned to the media item slots of said one RMP template remain unchanged when said one RMP template is replaced by said another RMP template in said same category, and

wherein the media project and media items are presented using the at least one user interface application.

24. (Original) The system of claim 23, wherein said at least one user interface application includes a web browser.

25. (Original) The system of claim 24, further comprising:

a local storage to store some of the media items to be used to build the media project.

26. (Original) The system of claim 25, further comprising:

a web folder configured as a folder on the web browser.

27. (Original) The system of claim 26, further comprising:

an upload control tool to enable uploading of the media items stored in said local storage to the media publishing system by dragging and dropping the media items directly into the web folder.

28. (Original) The system of claim 23, further comprising:

a code publishing service to download a project code to execute the media project from the client system.

29. (Previously Presented) A computer program, stored in a tangible storage medium, the program comprising executable instructions that cause a computer to:

select a category of rich media publishing ("RMP") templates;

select at least one RMP template from said category, said at least one RMP template including a plurality of media slots, each media slot capable of receiving media items in a particular arrangement;

select and arrange said media items in said each media slot; and

present a media project comprising said at least one RMP template and said media items;

wherein said at least one RMP template includes settable features, the settable features controlling an aspect of presenting the media project,

wherein the settable features of said at least one RMP template are configured to match and remain unchanged when said at least one RMP template is replaced by another RMP template in said category, and

wherein said media items in said each media slot of said at least one RMP template remain unchanged when said at least one RMP template is replaced by said another RMP template in said category.

30. (Previously Presented) The computer program of claim 29, further comprising executable instructions that cause a computer to:

select publication parameters; and

store the media project.

31. (Previously Presented) The computer program of claim 30, wherein the publication parameters include a media project name.

32. (Previously Presented) The computer program of claim 30, wherein the publication parameters include a publication level, which indicates a range of users that will have access to the media project.

33. (Previously Presented) The computer program of claim 32, wherein the publication parameters include a security level, which restricts access within the publication level.

34. (Previously Presented) The computer program of claim 30, wherein the publication parameters include a method of announcement of the stored media project.

35. (Previously Presented) The computer program of claim 29, further comprising executable instructions that cause a computer to:

download a project code to execute the media project.

36. (Previously Presented) The computer program of claim 35, wherein the project code includes layout information and features of the media project stored as requests in the project code, such that changes made to RMP templates for one media project are reflected in other media projects.

37. (Previously Presented) The computer program of claim 29, wherein selecting and arranging the media items in said each media slot includes importing media items transparently to a user.

38. (Previously Presented) The computer program of claim 29, wherein selecting and arranging the media items in said each media slot includes selecting the media items from a list, wherein the list includes media items distributed among multiple physical locations.

39. (Previously Presented) The computer program of claim 29, wherein selecting at least one RMP template includes replacing the at least one RMP template with at least one other RMP template within the same category while maintaining all the media items in the at least one RMP template.

40. (Previously Presented) The computer program of claim 29, wherein said each media slot includes a genre and a target format.

41. (Previously Presented) The computer program of claim 40, wherein the genre indicates a type of media item that can be assigned to said each media slot.

42. (Previously Presented) The computer program of claim 41, wherein the genre is image, video, audio, or animation.

43. (Previously Presented) The computer program of claim 40, wherein the target format indicates a format in which the at least one RMP template causes the media item to be requested when the media item for said each media slot is to be presented.

44. (Previously Presented) The computer program of claim 43, wherein the target format is a JPG, GIF, bitmap, or other related format.

45. (Previously Presented) The computer program of claim 40, wherein selecting and arranging the media items includes selecting a specific format of each media item, wherein the specific format can be different than the target format specified for the media slot of said each media item.

46. (Previously Presented) The computer program of claim 29, wherein the category includes albums, journals, scrapbooks, music players, e-cards, and games.

47. (Currently Amended) A computer program, stored in a tangible storage medium, the program comprising executable instructions that cause a computer to:

connect a media publishing service to a user;

build, publish, and access a media project using rich media publishing ("RMP") templates, the RMP templates grouped into categories, each RMP template of a same category providing a different presentation framework and having the same number and genres of media item slots such that replacement of said each template with another template is the same category is done without reselecting media items;

use a file system to upload, store, and access the media items; and

store project code used to present said media project to the user;

wherein the RMP templates include settable features, the settable features controlling aspects of presenting the media project,

wherein the settable features of one RMP template in said same category are configured to match and remain unchanged when said one RMP template is replaced by another RMP template in said same category, and

wherein media items assigned to the media item slots of said one RMP template remain unchanged when said one RMP template is replaced by said another RMP template in said same category.

48. (Previously Presented) A computer program, stored in a tangible storage medium, the program comprising executable instructions that cause a computer to:

select a category of rich media publishing ("RMP") templates;

select at least one RMP template from the category, said at least one RMP template including a plurality of media slots, each media slot capable of receiving media items in a particular arrangement;

select and arranging the media items in said each media slot; and

store project code used to present a media project comprising said at least one RMP template and said media items;

wherein said at least one RMP template includes settable features, the settable features controlling an aspect of presenting the media project,

wherein the settable features of said at least one RMP template are configured to match and remain unchanged when said at least one RMP template is replaced by another RMP template in said category, and

wherein said media items in said each media slot of said at least one RMP template remain unchanged when said at least one RMP template is replaced by said another RMP template in said category.

49. (Original) The computer program of claim 48, further comprising executable instructions that cause a computer to:

select publication parameters; and

store the media project.

50. (Previously Presented) A media publishing system, comprising:

a means for connecting the media publishing system to a user;

a means for building, publishing, and accessing a media project using rich media publishing ("RMP") templates, the RMP templates grouped into categories, each RMP template of a same category providing a different presentation framework and having the same media item slots; and

a means for providing a file system to said means for building, publishing, and accessing, wherein the file system provides access to media items; and

a means for presenting said media project;

wherein the RMP templates include settable features, the settable features controlling aspects of presenting the media project,

wherein the settable features of one RMP template in said same category are configured to match and remain unchanged when said one RMP template is replaced by another RMP template in said same category, and

wherein media items assigned to the media item slots of said one RMP template remain unchanged when said one RMP template is replaced by said another RMP template in said same category.

51. (Previously Presented) A client system for accessing and utilizing a media publishing system, comprising:

a means for connecting a user to the media publishing system; and

a means building, publishing, and accessing a media project using rich media publishing ("RMP") templates, the RMP templates grouped into categories, each RMP template of a same category providing a different presentation framework and having the same media item slots;

wherein the RMP templates include settable features, the settable features controlling aspects of presenting the media project,

wherein the settable features of one RMP template in said same category are configured to match and remain unchanged when said one RMP template is replaced by another RMP template in said same category,

wherein media items assigned to the media item slots of said one RMP template remain unchanged when said one RMP template is replaced by said another RMP template in said same category, and

wherein the media project and media items are presented to the user.

52. (Previously Presented) A media publishing system, comprising:

a means for selecting a category of rich media publishing ("RMP") templates;

a means for selecting at least one RMP template from the category, said at least one RMP template including a plurality of media slots, each media slot capable of receiving media items in a particular arrangement;

a means for selecting and arranging the media items in said each media slot; and

a means for presenting a media project comprising said at least one RMP template and said media items;

wherein the RMP templates include settable features, the settable features controlling aspects of presenting the media project,

wherein the settable features of one RMP template in said same category are configured to match and remain unchanged when said one RMP template is replaced by another RMP template in said same category,

wherein media items assigned to the media item slots of said one RMP template remain unchanged when said one RMP template is replaced by said another RMP template in said same category.